



US 20150351008A1

(19) **United States**(12) **Patent Application Publication**  
**Mayor**(10) **Pub. No.: US 2015/0351008 A1**(43) **Pub. Date: Dec. 3, 2015**(54) **CENTRALIZED BEACON MANAGEMENT SERVICE**(71) Applicant: **Apple Inc.**, Cupertino, CA (US)(72) Inventor: **Robert Mayor**, Half Moon Bay, CA (US)(73) Assignee: **Apple Inc.**, Cupertino, CA (US)(21) Appl. No.: **14/288,308**(22) Filed: **May 27, 2014****Publication Classification**(51) **Int. Cl.**  
**H04W 48/16** (2006.01)  
**H04W 4/00** (2006.01)**G06F 17/30** (2006.01)**H04W 76/02** (2006.01)(52) **U.S. Cl.**CPC ..... **H04W 48/16** (2013.01); **H04W 76/021** (2013.01); **H04W 4/008** (2013.01); **G06F 17/30864** (2013.01)

(57)

**ABSTRACT**

A centralized beacon management service includes a beacon database for storing beacon information for different enterprises. The beacon database includes tables that associate beacons deployed by enterprises with beacon information. The beacon information can include information for commissioning the beacons and payload data to be broadcast by the beacon to client devices within communication range of the beacon. Based on proximity sensing data provided by a client device, beacon information is retrieved and sent to the client device over a communication channel (e.g., WiFi, cellular) established with the client device.

